

# Great South Region

## Riverside and San Bernardino Counties



### REGIONAL LEAD AGENCIES

#### California Nutrition Network

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#### 5 a Day-Power Play! Campaign

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#### Latino 5 a Day Campaign

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**FAITH TEMPLE CHURCH***Faith Community Outreach Special Project***Keith Tolbert**

Project Coordinator

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**First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Jerry Lewis

CA Sen. James L. Brulte

CA Assemblymember Bob Dutton

**Target Audience**

- Ages: Young Adults; Adults
- Ethnicities: African American
- Language: English

**Settings**

Faith Organizations

**Partners**

Local Health Departments

**Description**

Faith Temple Church provides a comprehensive educational, nutrition and physical activity program to low-income African American adults and school-aged children. The Health Care Professionals group (HCP) promotes healthy lifestyles, conducts nutritional seminars, coordinates health fairs and distributes health and nutrition information to members. During the summer months, Faith Temple Church sponsors "Action Night" where the community is invited to come and participate in basketball, volleyball and other physical activities. HCP aims to assist congregations to modify the foods served and encourage their 400-500 members to be more health conscience in food selections. Through the *Network* funded Nutrition Project Faith Temple Church has completed a community assessment, implemented the American Cancer Society's Body & Soul program, and is working with local grocers to increase availability of quality fruits and vegetables in the community. The church has been serving the San Bernardino Community for over 30 years with programs such as food assistance, clothing closets, family/individual counseling, crisis counseling, drug abuse counseling, and medication counseling for seniors.

**CITY OF LOMA LINDA CIVIC CENTER***Healthy Cities and Communities Special Project***Joanne Heilman**

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**Grant Amount: \$25,000**

**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Jerry Lewis

CA Sen. James L. Brulte

CA Assemblymember Bob Dutton

**Target Audience**

- Ages: Adults; Seniors
- Ethnicities: Asian (10%); African American (10%); Latino (10%); Caucasian (60%); Diverse immigrant groups (10%)
- Language: Spanish, English

**Settings**

Community Centers; Schools; Neighborhood-based community garden

**Partners**

12 partners from: Colleges/Universities; University of California Cooperative Extensions; Community-Based Organizations; Local Businesses

**Description**

The City of Loma Linda's program focuses on enhancing the health of low-income residents. To accomplish this goal, the city is working to accomplish the following objective:

1. A minimum of 20 residents will have enhanced knowledge of healthier nutrition and gardening skills; at least 50% will: identify 3 new techniques to prepare healthier meals and have increased their consumption of fruits and vegetables by .5 serving each.

The following activities are being conducted to support the accomplishment of the program objective:

- Obtain educational materials for workshops on nutrition education and gardening for a minimum of 20 participating residents. Identify workshop facilitators to conduct interactive presentations on the benefits of fruits and vegetables in the diet and techniques on how to grow your own vegetables.
- Publicize the program through various media, community outreach outlets and partner organizations. Hold orientation activities and conduct the nutrition education/gardening program. Conduct bi-weekly garden walk-throughs.
- Administer quarterly survey to assess knowledge and skill level on nutrition/gardening and fruit/vegetable consumption. Summarize and compare survey findings, and plan for continuation of the program.

**LOVELAND CHURCH***Faith Community Outreach Special Project***Pastor Gordon Laine**

Project Director  
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**Grant Amount: \$75,000**

**First Funded: FFY 1999**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Joe Baca  
CA Sen. Nell Soto  
CA Assemblymember John Longville

**Target Audience**

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: African American (60%); Latino (30%); Caucasian (10%)
- Language: Spanish, English

**Settings**

Community Centers; Schools; Grocery Stores; Faith Organizations

**Partners**

5 partners from: Local Health Departments; Churches

**Description**

The goal of this project is to reduce the rate of chronic disease among African Americans through the ministry of local churches by promoting healthy lifestyle changes through education on increased fruit and vegetable consumption and promotion of regular physical activity.

Loveland's Nutrition Program conducts activities working with congregation members at Loveland Church and its satellite centers in San Bernardino, Fontana, and Rialto. Nutrition education efforts focus on skill building, needs assessment, media advocacy and facilitating connections with community resources. The program offers "Health Awareness Month" activities that include displays, nutrition classes incorporated into Sunday school classes, men and women's conferences, youth camps, and church events. The program provides displays, a physical activity resource list and referral system, a series of nutritional classes, and identifies ways to promote utilization of food assistance programs to educate the congregation and community. The program spreads the word about nutrition and program events to members through the "Tips for the Temple" Calendar and monthly articles in church bulletins. Loveland's Nutrition Program staff is represented on the San Bernardino Food Policy Council and the CPNS Physical Activity Nutrition Integration Committee (PANIC).

**CITY OF MONTCLAIR***LIA - City-Government*

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**Local Share: \$169,063**

**State Share: \$84,532**

**First Funded: FFY 1999**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. David Dreier  
CA Sen. Nell Soto  
CA Assemblymember Gloria  
Negrete McLeod

**Target Audience**

- Ages: Grades 7, 8; Adults
- Ethnicities: Asian (8%); African American (5%); Latino (63%); Native American (0.1%); Pacific Islander (0.9%); Caucasian (23%)
- Language: Spanish, English

**Settings**

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

**Partners**

50 partners from: Schools; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Montclair Community Collaborative

**Description**

One of the program's project objectives includes making sure the target audience has access to culturally and linguistically appropriate information about healthy eating and physically active lifestyle choices. To reach this objective the program plans to mail our only community newsletter that is bilingual that focuses on information about healthy eating and physically active lifestyles. This newsletter includes information about upcoming classes and always includes a couple "healthy" recipes. In addition, the program currently has a Montclair Nutrition Network Lending Library for adults but plan to expand this library with books and videos for children and youth. This will be promoted through classes and other programs.

The second objective is to expand our target audience's behavior-specific knowledge and attitudes about healthy eating and lifestyle choices by 20%. Plans to achieve this objective include conducting a variety of activities like training Community Health Workers (CHW) that then teach a 16-week Nutrition/PA curriculum, hosting a "Healthy Eating Family Festival", providing chef demonstrations at our middle school after-school program, and taking participants on field

## RIVERSIDE COUNTY COMMUNITY HEALTH

### *Physical Activity and Nutrition Resource Center*

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**Grant Amount: \$89,981**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Ken Calvert  
CA Sen. James L. Brulte  
CA Assemblymember John J. Benoit

**Target Audience**

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Other
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

**Settings**

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations; Other community based organizations

**Partners**

8 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services; Community-Based Organizations

**Description**

The goal of Phase II of this project is to promote and increase physical activity and positive eating behaviors among low-income women and their children in Riverside County. This includes developing a regional (Riverside County) Resource Center that provides leadership and support to local nutrition programs in physical activity program development, training, nutrition and physical activity information and referral.

## RIVERSIDE COUNTY HEALTH SERVICES AGENCY - PROP 10

### *LIA - First 5 Children and Families Commission*

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**Local Share: \$2,917,446**

**State Share: \$1,458,723**

**First Funded: FFY 2000**

#### Legislators

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Ken Calvert  
CA Sen. James L. Brulte  
CA Assemblymember Ray Haynes

#### Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 4-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (3%); African American (5%); Latino (65%); Native American (2%); Pacific Islander (2%); Caucasian (25%)
- Language: Spanish, English

#### Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Social Services

#### Partners

12 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Community Agencies

#### Description

Riverside County's first goal is to focus on increasing the likelihood that low income consumers will increase fruit and vegetable consumption to 5 servings per day and increase physical activity to 30-60 minutes a day for adults and children. The program will impact the public directly through classes, trainings, and health fairs. They will also collaborate with a variety of partners who will promote nutrition and physical activity messages. Efforts will be based on a community needs assessment and situational analysis to determine the community-based social marketing plan for Riverside County. Messages will be promoted to the target audience using a well-planned media campaign specific for our county.

Partners will be trained to promote messages to their population. Information learned will be reinforced through meetings, media, and additional trainings as needed. The program will incorporate promotion of the Food Stamp Program in our trainings and direct participants to the program for additional information on qualification. Through trainings, they will also promote resource and referral information for low income consumers and the general public.

Riverside county plans to target all age categories in our county to encourage and reinforce their development of healthy lifestyles. Currently trainings are provided to day care workers and administrators through pre-school programs and the Head Start Program. Nutrition education and physical activity is promoted in *5 a Day–PowerPlay!* schools.

The County of Riverside promotes nutrition and physical activity messages through an employee wellness campaign. A difference is made county-wide in the families of staff and the public they serve.

**CITY OF RIVERSIDE***Healthy Cities and Communities Special Project***Robin Metz**

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**Grant Amount: \$15,000**

**Legislators**

U.S. Sen. Dianne Feinstein  
U.S. Sen. Barbara Boxer  
U.S. Rep. Ken Calvert  
CA Sen. James L. Brulte  
CA Assemblymember John J. Benoit

**Target Audience**

- Ages: Grades 6-8; Adults
- Ethnicities: African American (10%); Latino (53%); Native American; Caucasian (32%); Unspecified by City (5%)
- Language: Spanish, English

**Settings**

Community Centers; Schools

**Partners**

Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Community-Based Organizations; Local Business

**Description**

The City of Riverside is conducting a nutrition and physical activity program to accomplish the following objectives:

1. 30% of 200 middle school youth will be physically active at least 1 hour per day, on most days of the week, for at least 4 months.
2. 40% of 200 middle school youth will report eating fruits and vegetables at least 4-6 times per week.
3. 20-30 parents of middle school youth will have increased their skills to prepare healthier meals by 35%.
4. policy recommendation adopted by the City or school district to improve nutrition and physical activity for residents/students.

Supporting these objectives are the following key activities:

- Enroll 200 youth in a nutrition/physical activity after-school program. Youth will learn how to read nutritional labels and the benefits of physical activity.
- Conduct a monthly healthy cooking program for at least 15 parents from each of the 2 school sites. Parents and youth will prepare a cookbook.
- Meet with each school district to explore the incorporation of nutritional foods in school menus, vending machines, events. Develop a recommendation of city-wide policy to provide healthy options at all city-sponsored events/meeting.
- Distribute pre and post surveys that measure consumption of healthier foods among youth and physical activity, and cooking class participants' skills to prepare healthier meals.
- Compile and summarize results of the program for report, distribute to partners, and use results to pursue sustainability options.



**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH***California Nutrition Network Regional Lead Agency*

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**Local Share: \$943,870**  
**State Share: \$471,935**  
**Grant Amount: \$42,000**

**Legislators**  
 U.S. Sen. Dianne Feinstein  
 U.S. Sen. Barbara Boxer  
 U.S. Rep. Joe Baca  
 CA Sen. Nell Soto  
 CA Assemblymember John Longville

Target Audience

- Ages: All Ages
- Ethnicities: African American (90%); Latino (5%); Caucasian (5%)
- Language: Spanish, English

Settings

Community Centers; Schools; Faith Organizations

Partners

6 partners from: Schools; Parks and Recreation; Colleges/Universities; Community-Based Organizations; Faith Based Organizations

Description

- Plan and organize San Bernardino and Riverside Counties Health Collaborative meetings
- Distribute Food and Physical Activity policies and Worksite Wellness Fact Sheet
- Members of the CBSM core group and advocates have convened to plan activities and discuss progress of activities. (CBSM coalition)
- Organize the activities for the Spring into Health
- Organize and supporting 5 A Day Week, National Nutrition Month, and PH Week activities.
- Disseminate Easy Low Cost Menu (ELM)
- Mail nutrition education materials on healthy eating to interested "Hotline for Food" callers.
- Disseminate the Food Assistance Resource Guide
- Distribute "Hotline for Food" cards/food stamp posters (information on federal food assistance programs)
- Legacy Project Recipes (African American outreach) partner with Black Infant Health, Head Start, and FAME to promote fruit/vegetable recipes
- Prepare for Quackery task force and provide nutrition quackery presentations to target high schools and community groups.
- Hold quarterly meetings of Nutrition Quackery Prevention Taskforce
- Media - develop a relationship with Channel 3 to do monthly 15-minute segment on promoting healthy eat and physical activity.
- Organize Walk to School Day with Monterrey Elementary and Community Partners.

**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH***5 a Day—Power Play! Campaign Regional Lead Agency***Melodee Lopez, RD**

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**First Funded: FFY 2000****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Joe Baca

CA Sen. Nell Soto

CA Assemblymember John Longville

**Target Audience**

- Ages: Grades 4, 5
- Language: Spanish, English

**Settings**

Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Organizations; Media

**Partners**

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs; Faith based Orgs; Non-Profits

**Description**

The County of San Bernardino, Human Services System, Department of Public Health, Nutrition Program acts as the Inland Empire Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional 5 a Day—Power Play! Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 113,000 impressions with the region's 56,526 low-income 9- to 11-year-old children. The Inland Empire Region includes San Bernardino and Riverside Counties.

## SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH

### *Latino 5 a Day Campaign Regional Lead Agency*

**Leticia Salazar**

Project Coordinator

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**Grant Amount: \$115,000**
**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Joe Baca

CA Sen. Nell Soto

CA Assemblymember John Longville

**Target Audience**

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

**Settings**

Clinics; Grocery Stores; Farmers' Markets; Festival; Community Based Orgs; Direct Health Service Providers

**Partners**

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community-Based Organizations

**Description**

San Bernardino County Department of Public Health serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the Inland Empire. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 256,984 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH***CHDP Nutrition Project*

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**Grant Amount: \$100,000**

**Legislators**

U.S. Sen. Dianne Feinstein  
 U.S. Sen. Barbara Boxer  
 U.S. Rep. Joe Baca  
 CA Sen. Nell Soto  
 CA Assemblymember John Longville

**Target Audience**

- Ages: All Ages
- Ethnicities: African American (90%); Latino (5%); Caucasian (5%)
- Language: English

**Settings**

Community Centers; Schools; Faith Organizations

**Partners**

6 partners from: Schools; Parks and Recreation; Colleges/Universities; Community-Based Organizations; Faith based orgs

**Description**

Synthesizing Health in a Whole New Way - FAME

The FAME (Families of African American Ancestry Manifesting Our Excellence) project is an innovative, comprehensive and culturally relevant program that couples nutrition education with the history and traditions of African/African-American cultures and African dance, to promote healthy weight and to deliver *5 a Day* and physical activity messages to low-income African-American children, youth, their families, and community members in San Bernardino. The combination of nutrition education and dance has shown positive results in obesity interventions targeting African-American youth in the literature. The Harvest Dance promotes *5 a Day* through a visual, kinesthetic, and auditory pedagogy. FAME targets the nutrition related needs of children, youth, and families in our community through interagency collaborations and partnerships with schools and universities, Parks and Recreation programs, public housing complexes, health providers, WIC, community-based organizations, churches and local African-American newspapers and media outlets. Partners synergize to disseminate nutrition and physical activity promotion messages, promote increased participation in USDA nutrition assistance programs, implement the FAME Harvest Dance nutrition/African dance curriculum and provide workshops/trainings to the community and intermediaries working in target populations. A 10-member advisory group directs the FAME project. Youth, site staff, teachers and parents will be educated about the value of policy/environmental change and will develop and implement a policy/environmental action plan within their respective organizations/communities. A Childhood Obesity Prevention Task Force will be developed with CHDP, local hospitals, universities, and community agencies to further create policy/environmental changes within the community related to healthy foods and physical activity for the benefit of all residents.

## SAN BERNARDINO PARKS AND RECREATIONS AND COMMUNITY SERVICES

### LIA - Parks and Recreation

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**Local Share:** \$100,924  
**State Share:** \$50,462  
**First Funded:** FFY 1999

**Legislators**  
 U.S. Sen. Dianne Feinstein  
 U.S. Sen. Barbara Boxer  
 U.S. Rep. Joe Baca  
 CA Sen. Nell Soto  
 CA Assemblymember John Longville

### Target Audience

- Ages: Kindergarten; Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (2%); African American (35%); Latino (35%); Native American (2%); Pacific Islander (1%); Caucasian (25%)
- Language: Spanish, English

### Settings

Community Centers; Farmers' Markets; Seasonal/Cultural events

### Partners

14 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Faith Based Organizations

### Description

The goal of the City of San Bernardino Parks, Recreation and Community Services Department is to promote and conduct healthy nutrition and physical fitness activities for low-income residents. The City accomplishes this goal through the following activities:

- Producing an average of 16 to 20 "What's Cooking?" talk shows demonstrating the ease of preparing nutritious and inexpensive meals that are aired weekly to 115,000 households.
- Offering free nutrition workshops and physical activity demonstration programs conducted by trained staff at our various community centers, faith based organizations and other sites located in low-income neighborhoods.
- Providing free information at cultural and seasonal events promoting the benefits of healthy eating and physical activities.
- Promoting program benefits and successes to the public through the departmental quarterly brochures, newsletters and fliers.
- Conducting evaluation surveys on the effectiveness of this department's effort on making the public aware of healthy living habits.

**TEMPLE COMMUNITY OUTREACH CENTER***Faith Community Outreach Special Project***Loistine Herndon**

Project Coordinator

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**First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Joe Baca

CA Sen. Nell Soto

CA Assemblymember John  
Longville**Target Audience**

- Ages: Grades 1-8; Adults; Seniors
- Ethnicities: African American (85%); Latino (15%)
- Language: English

**Settings**

Community Centers; Farmers' Markets

**Partners**

Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; National Organizations

**Description**

Temple Community Outreach Center works with low-income African American families in San Bernardino communities to increase their consumption of and access to fruits and vegetables, and promote physical activity. Temple Community administers the American Cancer Society "Body & Soul Program: A Celebration of Healthy Living". The program goal is to stimulate healthier eating and increase physical activity levels for African American families to decrease their risk of developing chronic disease. Relationships with the local health department, local retailers, Project LEAN, and the local department of social services help to further advance their efforts to improve quality of life. Adult and youth activities occur regularly and include a summer fun camp, nutrition education classes, community festivals/health fairs, educational materials distribution, and cooking demonstrations.